



# RICH COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
<b>DEMOGRAPHIC</b>									
Population	1,866	1,924	1,961	1,958	1,983	2,050	2,079	1.4%	27
Total Non-Ag Employment	530	547	559	580		606	633	4.5%	27
Non-Ag Avg Monthly Wage	\$1,229	\$1,238	\$1,297	\$1,373		\$1,393	\$1,420	1.9%	29
Per Capita Income	\$15,729	\$17,153	\$16,418	\$16,581	\$22,148	\$22,963	\$22,896	-0.3%	9
Unemployment Rate	3.5%	3.7%	3.7%	3.9%		5.2%	4.4%	-0.8%	4
<b>SPENDING &amp; EMPLOYMENT</b>									
Spending by Travelers (Millions)	\$9.3	\$9.8	\$10.1	\$10.0	\$3.1	\$7.0	\$7.2	2.9%	26
Travel & Tourism Related Employment	172	183	191	199	173	202	216	6.9%	28
<b>TOURISM TAX REVENUES (000s)</b>									
Local Tax Revenues from Traveler Spending	\$194.0	\$203.0	\$210.0	\$208.0	\$152.0	\$146.0	\$150.1	2.8%	26
Gross Taxable Room Rents	\$1,349	\$1,579	\$1,744	\$1,752		\$2,306	\$1,824	-20.9%	23
Transient Room Tax	\$40.5	\$47.4	\$52.3	\$52.6		\$69.2	\$54.7	-21.0%	23
Restaurant Tax	\$54.3	\$47.8	\$48.5	\$93.7		\$66.2	\$32.6	-50.8%	23
Car Rental Tax	--	--	--	\$0		--	--	NA	--
Gross Taxable Retail Sales (millions)	\$14.6	\$15.6	\$16.7	\$16.2		\$17.3	\$18.4	6.4%	27
<b>REGIONAL VISITATION COUNTS</b>									
SR-89 UT/ID Traffic Count	753,725	784,750	870,525	870,525		846,800	901,550	6.5%	
Bear Lake	277,616	277,541	289,349	311,374		310,175	32,230	-89.6%	

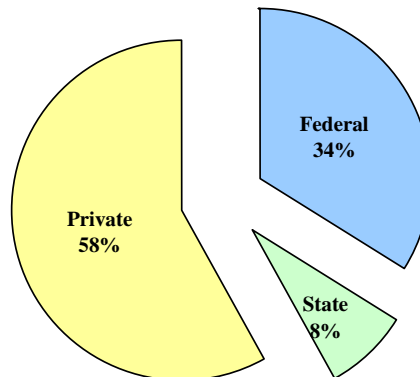
r = revised

Land Ownership - 2004		% Total
<b>Total Acres in County</b>	<b>658,052</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>222,976</b>	<b>33.9%</b>
BLM	171,052	26.0%
US Forest Service	51,924	7.9%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
<b>State Government</b>	<b>52,338</b>	<b>8.0%</b>
Utah State Parks & Recreation	706	0.1%
Utah State Wildlife Reserves	2,562	0.4%
State Trust Lands	49,070	7.5%
<b>American Indian</b>	<b>--</b>	<b>--</b>
<b>Private**</b>	<b>382,738</b>	<b>58.2%</b>

\*Includes Military and Bankhead Jones land

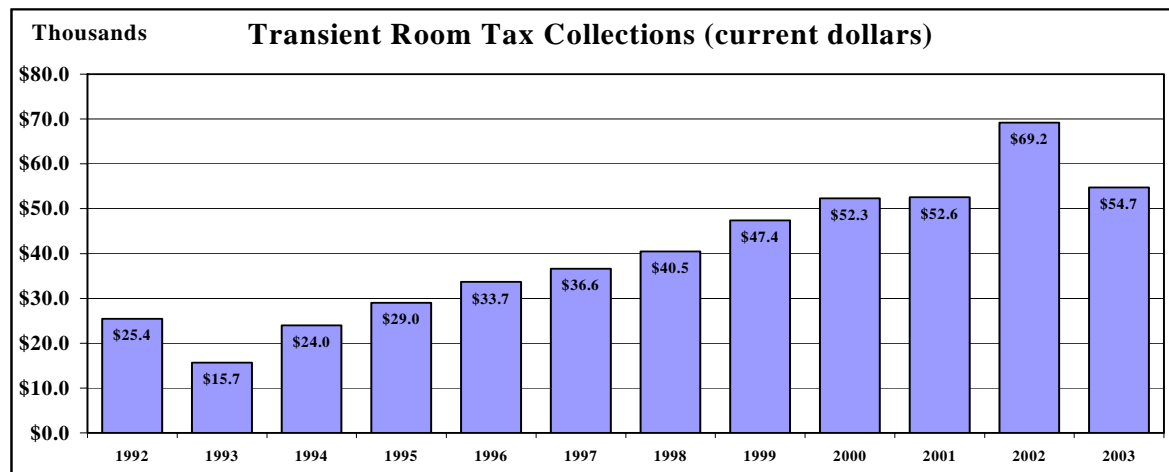
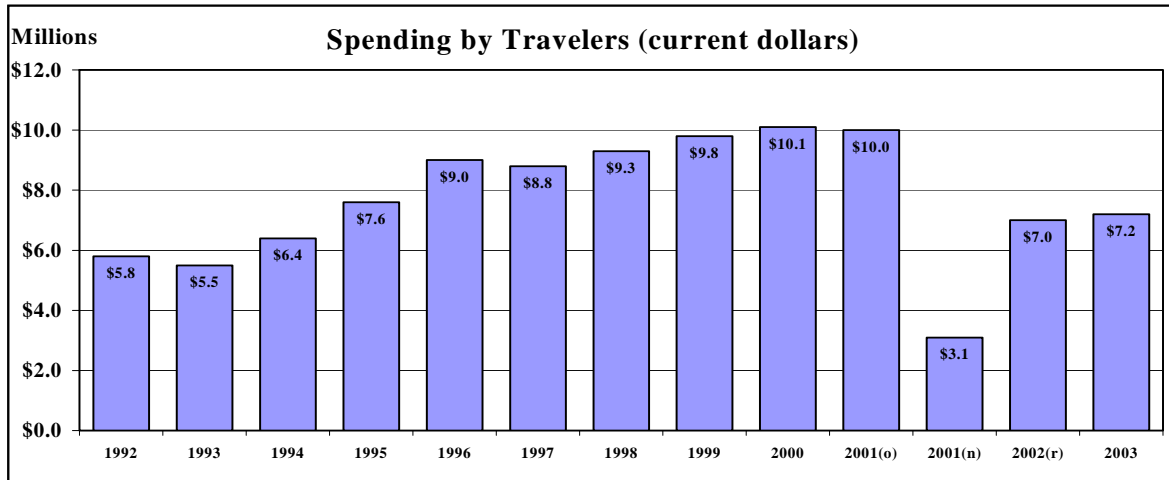
\*\*May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

# Rich County Tourism Profile



r = revised

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